

**ABSTRACT OF THE DISCLOSURE**

A system for customizing the context of advertisements for communication to users on the Internet develops a profile for a given user that includes at least archetype identification information for the given user. An Internet advertisement is obtained in a conventional manner from an advertisement database, but prior to communicating that advertisement to the user the context of the advertisement is altered based on the archetype identification information in the profile of the given user. The context elements of the advertisement that may be altered include the color, texture, font, background, voice, pacing, or any combination of these context elements. The archetype identification information in the profile is developed based on an analysis of a context of interactions of a given user with a website on which the advertisement is to be displayed. The context of interactions for the user may include timing of responses, patterns of access and response parametrics about how the user interacts with the website that are separate from information the user has supplied to or requested from the website. The objective is to allow the same content of an Internet advertisement to be more persuasively packaged in different contexts for different archetypes of users.